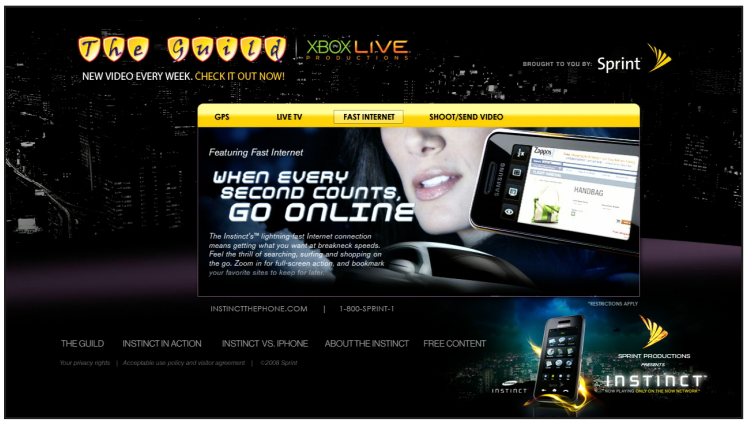
SPRINT BOOSTS BRAND RATINGS AND PURCHASE INTENT WITH VIDEO SPONSORSHIP ON XBOX LIVE



Sprint

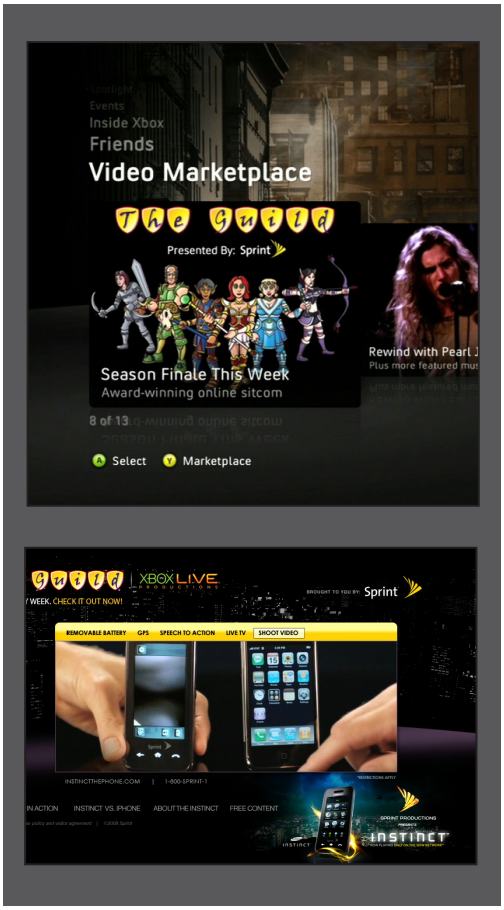
XBOX

CHALLENGE

Sprint was looking for a meaningful way to interact with its audience for the newly launched, high-end Samsung Instinct™ phone. Their goal was to reach male, early adopting data enthusiasts, who rated entertainment and gaming as important lifestyle choices.

CREATIVE SOLUTION

In conjunction with the global launch of the Xbox LIVE® independent video channel, Sprint strategically positioned itself as the exclusive sponsor of the "The Guild," a popular Internet series about online gamers. Users could download "The Guild" episodes for free from a Sprint Branded Destination Experience (BDE) page within the LIVE environment. The Sprint brand was woven throughout the BDE with custom content such as product videos, wallpapers and gamer pics. Sprint also sponsored Xbox LIVE points and game previews, and even invited gaming gurus to interview cast members from The Guild. The show was also available across two other Microsoft platforms – MSN video and Zune Marketplace, so users could view episodes on their TV, PC or Mobile device.



CAMPAIGN RESULTS

The campaign exceeded expectations with:

- 2.1 million Sprint sponsored "The Guild" episode downloads from Xbox LIVE and a 40% lift in traffic on the watchtheguild.com website after the launch of the Xbox LIVE campaign
- Over 5.1 million total views of Sprint-sponsored content across Xbox LIVE, Zune and MSN Video
- Strong ad click through rates averaging over 2%

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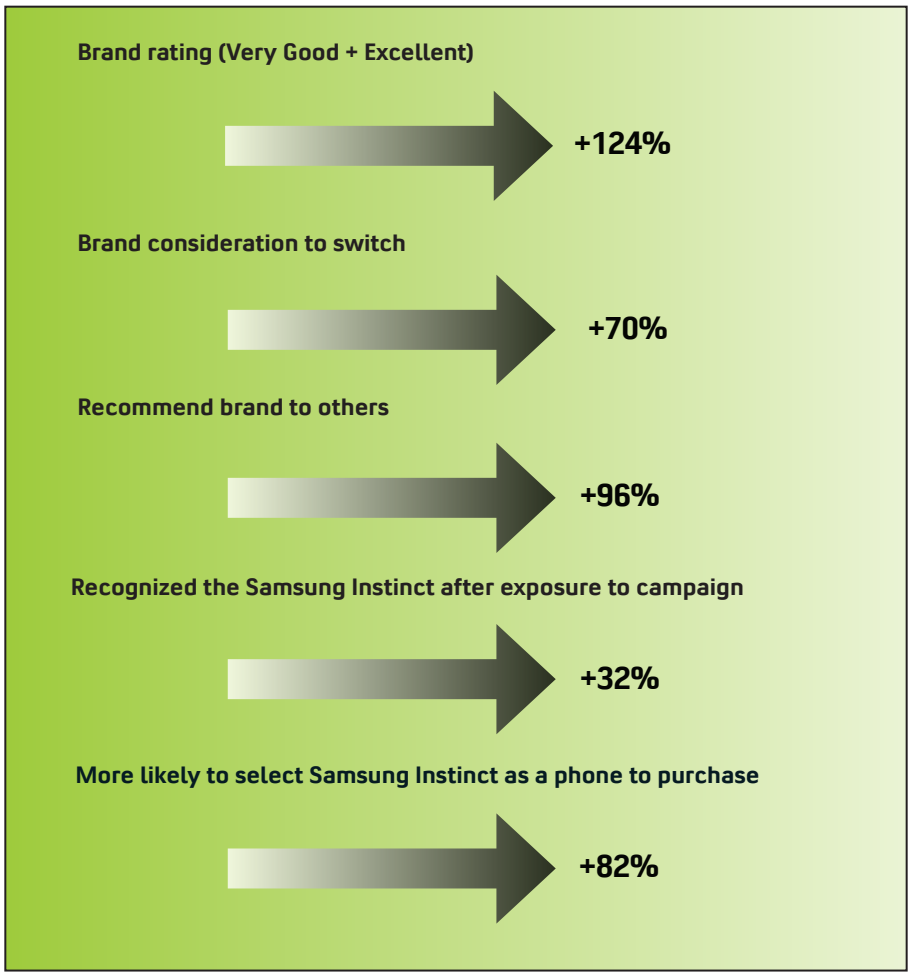
Microsoft Advertising

RESEARCH RESULTS

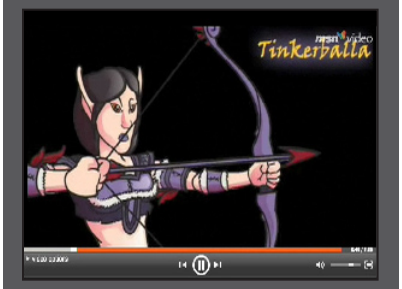
Sprint's Xbox LIVE campaign yielded compelling lifts in brand awareness, favorability and purchase intent along with high exposure for the Sprint brand through its sponsorship of "The Guild." Gamers who were exposed to the Sprint campaign on Xbox LIVE were:

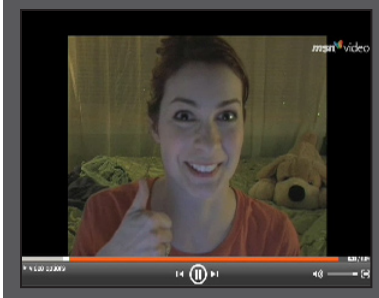
- 124% more likely to rate the Sprint brand very good or excellent
- 70% more likely to consider a switch to Sprint services
- 96% more likely to recommend the Sprint brand
- Awareness and consideration of the Samsung Instinct phone also increased with a 32% increase in awareness an 82% increase purchase intent



METHODOLOGY

Xbox LIVE worked with Interpret LLC to recruit 800 active Xbox LIVE gamers aged 18 – 49 into a control group (did not see campaign) and a test group (opportunity to be exposed to campaign). Both groups answered an online questionnaire that measured their awareness and opinions of the brand.





CONCLUSION

The value of sponsorship on Xbox LIVE is demonstrated through the high level of brand interaction and the resulting increase in brand favorability, awareness and purchase intent. The amazing consumer response and corresponding lifts clearly demonstrate how Xbox LIVE delivers positive results for advertisers.